

March 1st, 2018

43rd Annual Flower Count Set to Launch March 7th – 14th

VICTORIA, B.C. – The annual Flower Count in Greater Victoria is back for its 43rd edition. A light-hearted and fun-filled way to promote Greater Victoria's mild climate and foster community spirit, the Flower Count brings together people of all ages to count flower blossoms in a friendly competition.

In February or March of each year, Flower Count organizers announce a "challenge" to communities around Greater Victoria to be the "Bloomingest" community. Last year's promotion saw over 138 million blooms counted across Greater Victoria, with the City of Colwood winning first place as the 'Bloomingest' community for the fourth straight year.

The idea behind the count is to showcase Greater Victoria's mild climate to the rest of Canada. As much of the country is still experiencing freezing temperatures in February and March, Greater Victoria's flowers are blooming in temperatures that often reach 10-15 degrees Celsius (up to 60 degrees Fahrenheit).

An important part of bringing the community together involves elementary school participation in the Flower Count. Grade four and five students are encouraged to submit entries, with the winning class awarded a trip by L.A. Limousines to The Butchart Gardens. Last year's winner was Cordova Bay Elementary School, with a count of over 23 million blooms.

UsedVictoria.com is also partnering with the organizers again this year. Participants can search for the daily Flower Count Hidden Blooms on UsedVictoria.com from March 7th – 14th, 2018. Once a Hidden Bloom is found the ad can be tweeted for entry into a daily prize. Tweets must include the #FlowerCount hashtag and @UsedVictoria handle.

"The annual Flower Count is a great way to showcase Greater Victoria during the traditional shoulder season," said Paul Nursey, President and CEO of Tourism Victoria. "Tourism Victoria has worked hard to bring visitors into town year round and the Flower Count is a playful promotion that contributes to these efforts."

Flower counts can be submitted by the general public at FlowerCount.com. The count can also be followed from March 7th – 14th on social media through Facebook, Twitter and Instagram (@FlowerCount). There are a number of shortcuts participants can use to estimate the number of blossoms.

- A small tree full of blossoms equals 250,000 blossoms
- A mid-sized heather bush has 1,000 blossoms
- Trees fully in bloom count for 750,000 blossoms

The number of blossoms counted will be attributed to your community.

Sponsorship:

The 43rd annual Flower Count is proudly supported by Tourism Victoria, The Butchart Gardens, Gardens BC, Used Victoria, Black Press, Greater Victoria Chamber of Commerce, CHEK, John Overall and Ocean 98.5.

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Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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